

PRIMOS
HUNTING CALLS

TRUTH[®] CAM 35

Model No. 63010

INSTRUCTION MANUAL

3.0
MEGA PIXELS



PLEASE READ CAREFULLY BEFORE USE

Additional information on this product and answers to frequently asked questions can be found at www.primos.com

© 2010 Primos[®] Hunting Calls[™]

Camera Serial #

Before Operation

**Quick Start
Initial Camera Setup**

**Camera
Features/Functions**

**Recommended
Accessories**

Operating Tips

**Customer Service &
Warranty**

Document Version #
63010-01

IMPORTANT

For your protection, please carefully read these warnings, precautions and safety/operating instructions completely before operating the camera. Follow these instructions closely and keep this manual for future reference.

WARNING

To reduce the risk of fire, electrical shock or product damage/failure,

- Do not expose unit with the door open to rain, moisture, dripping or splashing. Do not open or close the camera door with wet hand. Completely wipe off water on camera and camera door before opening.
- Do not lay product on moist ground or submerge in water (this unit is designed for vertical, upright outdoor use)
- **DO NOT OPEN CASE HOUSING. UNINSULATED, 'DANGEROUS VOLTAGE' WITHIN PRODUCTS ENCLOSURE. DO NOT REMOVE FRONT OR BACK HOUSING COVER. THERE ARE NO USER-SERVICEABLE PARTS INSIDE, REFER SERVICING TO PRIMOS® CUSTOMER SERVICE.**
- Only use batteries as specified in this user manual and install according to correct polarization. Failure to follow may result in leaking or exploding batteries, damage to camera, fire or personal injury. Do not handle damaged or leaking batteries.
- Do not expose to extreme heat. Do not leave product and/or batteries exposed in direct sunlight inside a vehicle, or other contained environment for a long period of time.
- Only use accessories as recommended in this manual

CARE & CAUTION

- Transport and handle with care. Do not strongly shake, bump, hit, drop or otherwise cause impact to the camera – can result in camera malfunction, damage to lens, sensor, LCD screen, or other key components. Additionally, damage to the case could result in imperfections to water-resistant properties.
- Take extra care when handling or using camera in places with sand and dust. Sand, dust and foreign substances exposed to camera lens, PIR sensor, LED array and/or the internal door panel components may result in poor picture quality or malfunction of camera. If exposed to any of these elements, please carefully wipe off completely before continued use.

MODIFICATION WARNING

You are cautioned that any changes or modifications not expressly approved in this manual could void your warranty of this equipment.

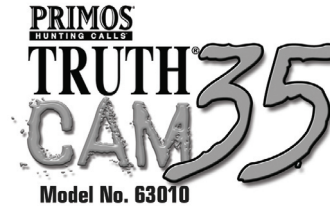
OPERATING TEMPERATURE

- Recommended storage temperature range 20°F to 100°F
- Recommended operating temperature range -10°F to 130°F

IMPORTANT RETURN POLICY

Please contact the Primos® Customer Service Team with any comments, questions, problems or return requests. Call (601) 879-9323 or email service@primos.com.

RETURN THIS PRODUCT TO PRIMOS® HUNTING CALLS™
DO NOT SEND BACK TO THE STORE

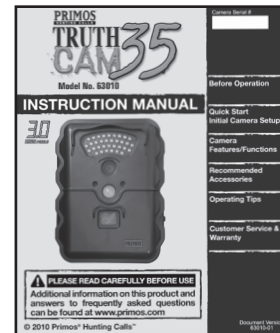


Simple to Use
Simple to Understand

TIP: Visiting www.primos.com/TruthCam and watching our Instructional Video Clips is the “**EASIEST WAY**” to learn “**How To Use**” your TRUTH® Camera!

(Note: Also available is frequently asked questions and answers, as well as any updates.)

Instructions



Video Clips



www.primos.com/TruthCam

Table of Contents

Before Operation

Needed to Operate	1
Select SD Card Size	2
Identify Parts	3
Understand Sliding Switch & Button Functions	4

Quick Start - Initial Camera Setup

Easy 6 Step Setup	5
Camera Settings Backup Battery	6
Camera Status Lights	6

Camera Features/Functions

Camera Sensitivity	7
Time/Date	7
Format	8
Viewing/Retrieving Image	9
Clearing SD Card	10
Power Saving Sleep State	10
Image Stamp	10

Recommended Accessories

Primos® TRUTH® CAM Accessories	11
Other Accessories	11

Operating Tips

Important Notes	12
-----------------------	----

Customer Service & Warranty

Contact Info	15
Warranty Protection	15

Introduction



Our goal at Primos® is to provide products for hunters that are reliable and “Simple to Use”. Our TRUTH® cameras have been built with that in mind. TRUTH® cameras are “Simple to Use” and are reliable. They have the features that we as hunters expect: Infrared LED’s that don’t spook game, fast trigger speed, good photo images, extended night range and a SD memory capacity of up to 8GB. In effect it has all the features you want in a trail camera that is “Simple to Use”.

Will Primos *Jimmy Primos*

TRUTH® CAM 35

INSTRUCTION MANUAL

Included:

- 1. TRUTH® Camera (1)
- 2. 72” Mounting Strap (1)
- 3. Instruction Manual
- 4. Warranty Registration Card

BEFORE OPERATION

Needed to Operate:

- 1. Four (4) “D” size Alkaline or Rechargeable Batteries
- 2. One or more SD Memory Cards
(Camera will support up to 8GB SD or SDHC Cards)
Note: If no SD Card is installed ‘SD’ will display on initial menu screen
- 3. SD Memory Card Reader or other device to view image/video files on SD Card. (Many computers have a SD Memory Card slot built-in)

Select SD Card Size

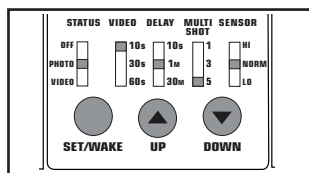
This chart allows you to see the approximate capacity of 1GB, 2GB, 4GB & 8GB SD Memory Cards. Check to see what [megapixel] photos or [resolution] videos that will be best for your SD Card.

***Photo/Video SD Card Storage Capacity**

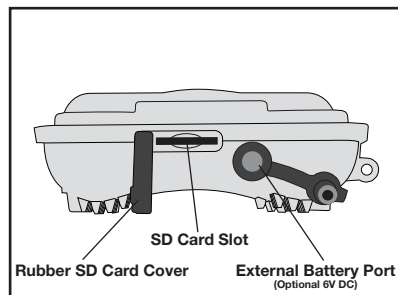
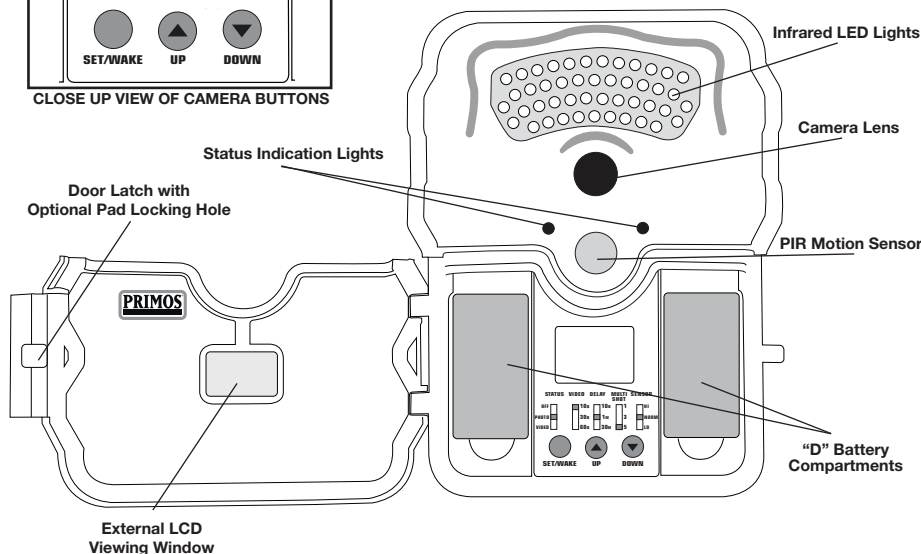
		1GB	2GB	4GB	8GB
Photo	3.1MP	820	1650	3300	6610
Photo	1.3MP	3300	6660	13330	26660
Video	10S High Res	50	100	200	400
Video	30S High Res	20	40	90	180
Video	60S Low Res	70	140	280	570

**Approximation - photo/video sizes vary based on individual image details*

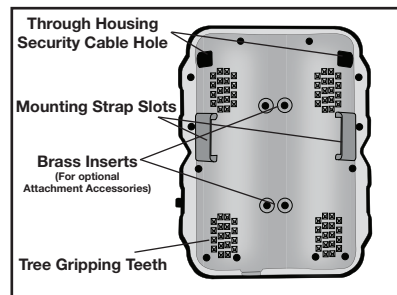
Identify Parts



CLOSE UP VIEW OF CAMERA BUTTONS



Bottom View



Back View

UNDERSTAND SLIDING SWITCH & BUTTON FUNCTIONS

SLIDING SWITCHES

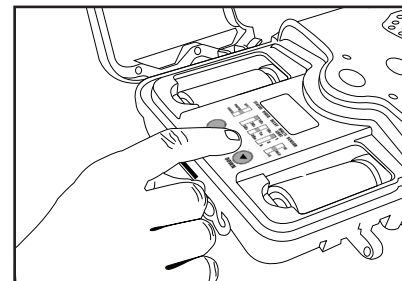
Status - Select PHOTO or VIDEO - this turns "ON" the unit. Move switch to "OFF" to shut off the unit.

Video - Video recording length (*only relevant if camera status is set to VIDEO*).

Delay - The pre-set amount of time you desire between photo/video recordings.

Multi Shot - Number of pictures taken each triggering event (*only relevant if camera status is set to PHOTO*).

Sensor - Motion Detector Sensitivity. Use 'NORM' as default see (page 7).



BUTTON FUNCTIONS

▲ ▼ - Use to navigate (scroll up or down) between number of pictures '0000', date or time.

Set - While on date or time screen, press SET button to change settings. Use ▲ ▼ buttons to adjust setting & press Set again to save.

LCD Screen Notes -

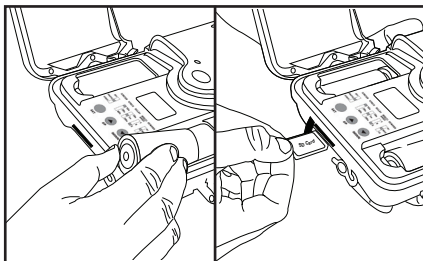
1. Initial main screen displays number of pictures '0000' and battery life.
2. Use ▲ ▼ buttons to see date or time.



QUICK START INITIAL CAMERA SETUP

Easy 6 Step Setup

1. Install Batteries - Uses four (4) "D" size Alkaline or Rechargeable batteries. *(Note: Camera identifies fully charged rechargeable batteries, such as NiMH, as less than 99% on battery indication level. Rechargeable batteries run on different voltage and cause this variation. Most fully charged rechargeable batteries will show 50-60%.)*

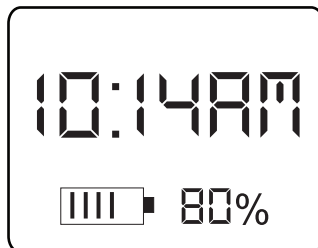


2. Install up to 8GB SD Memory Card (not included) into the card slot on the bottom of the camera. If SD Card is not installed, camera will display "NO SD" on Initial Primos Menu Screen. *(Note: SD Card Slot is protected by rubber seal [plug]. Open door of the camera and gently rotate seal from slot. After SD Memory Card is installed, replace rubber seal in original position to prevent moisture and elements from entering camera and possibly causing malfunction.)*

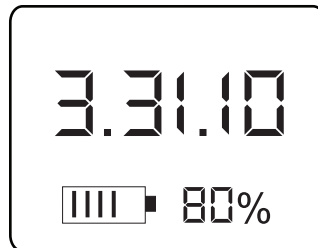
3. Secure Camera to Tree or Pole using included Mounting Strap (must thread strap through Mounting Strap Slots on back of camera).

4. Turn On Camera and Slide Switches to desired settings. The LCD screen will turn on and show the number of photos/videos on SD Card.

5. Setup-Time and Date -Push ▲ UP or ▼ DOWN to find Time and Date screens. While on respective screen, press **Set** button and then ▲ ▼ buttons to adjust selected field.



5



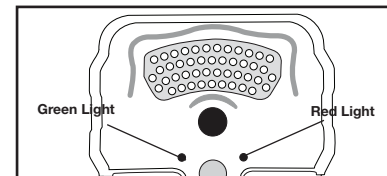
6. Your camera is ready to use! After a 30 second delay the TRUTH® Camera will be armed and ready to take pictures whenever the Motion Sensor detects motion or movement. *(NOTE: TEST camera before placing in field/ woods. Run camera in live "On/Run" mode and make sure Photos/Videos are being saved on SD Card. Can view number of Photos/Videos being saved from external window.)*

Camera Settings Backup Battery

*** This TRUTH® Camera is equipped with an internal rechargeable backup battery that is dedicated to saving the date, time and menu settings when the main D-cell batteries are removed. This internal backup battery can preserve your settings for up to 6 months when fully charged. *(NOTE: With first use or after a long period of time without camera use, internal battery may initially take up to 30 hours to fully charge - charges only when "D" batteries are installed when camera is turned ON.)*

Camera Status Lights

Your TRUTH® Camera is equipped with 2 LED status indication lights on the front of the camera (located right above door opening on each side of PIR Motion Sensor).



RED LIGHT

Lights up when the camera detects motion. After you close camera door and are standing in front of the camera, visibility of this light is indication that your camera is ON and working.

(TIP: Walk in front of the camera and look for the red light to illuminate when you are detected. You can do this to verify your camera is pointing in the correct direction. Remember there is a 30 second delay from the time the camera is turned on till it is ready to take pictures.)

GREEN LIGHT

Lights up when the camera takes photo or is recording a video. The green light stays on while the photo/video is being stored on the SD Memory Card.

(NOTE: Do not remove SD Memory Card when the green light is blinking – this could cause you to lose all data on memory card!)

(NOTE: The LCD screen will not wake up from ON/RUN mode [Power Saving State] while the Green Status Light is on. Wait until after Green Light turns off to WAKE up LCD screen by pushing any of the buttons.)

6

CAMERA FEATURES/FUNCTIONS

Camera Sensitivity (Sensing) Motion Detector Sensitivity. Use 'Normal' as default.

You can adjust the sensitivity of the Passive Infrared (PIR) Motion Sensor on your camera. The PIR sensor detects motion AND the difference between body heat and the outdoor temperature. Therefore, adjusting the sensor affects the DISTANCE and HEAT SENSITIVITY of the detection.

TIP: It may not always be best to use 'high sensitivity' to see how far away you can capture images of game. If the game is closer when the camera is triggered, you will end up with better pictures/videos. You can learn what is best for your situation; here is a summary of the settings:

High Sensitivity

- Use when trying to detect game at further distances (*in fields or open areas with long-range visibility*)
- May use in warmer months or high heat climates so it is easier for sensor to detect difference between body heat and outdoor temperature.
- May use when trying to capture photos of smaller game.

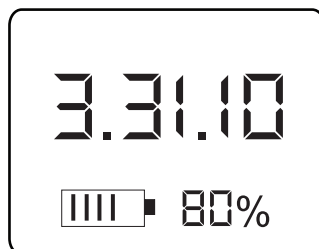
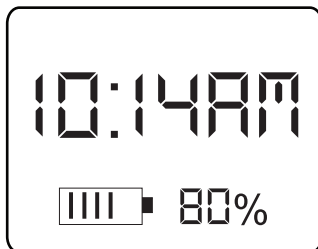
Normal Sensitivity

- Optimized to work best in most conditions and for normal use

Low Sensitivity

- May use if you have the camera setup in a location that is getting a lot of 'empty' photos (*false triggers*)
- May use if you are getting a lot of hard-to-see long range photos of game (*more likely in colder temperatures or with larger game*) and would like game to get closer before camera captures images.

Time/Date – Time/Date setting in camera will be displayed on pictures and video.



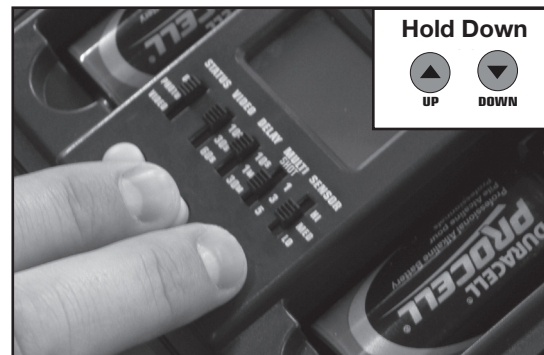
Format - To Format SD Memory Card installed in camera – **this DELETES ALL PHOTOS OR VIDEOS or any other data on memory card!!!**

To proceed with formatting:

1. Hold ▲ UP and ▼ DOWN arrow buttons together for 2 seconds.
2. Format is complete when the display shows photo/video count '0000'.

!!CAUTION!!

No WARNING is displayed when holding down both ▲ ▼ arrow buttons in formatting SD Card process.
This DELETES ALL PHOTOS OR VIDEOS or any other data on memory card!!!



Example: Holding down both "UP" and "DOWN" arrow buttons

Viewing / Retrieving Images

Explore these various methods for viewing TRUTH® Camera photos/videos:

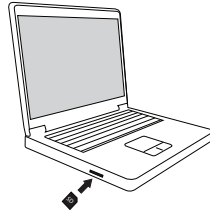
1. Remove SD Memory Card from slot in bottom of camera.
2. Replace with separate, fresh SD Card if you want camera to continue working.

How to View Images/Videos

1. View images/videos with SD Card directly in computer.

If available you can view images/videos by inserting SD Card directly in SD memory card reader slot in computer.

(NOTE: When using a computer you can view and delete images directly from SD card or you can copy and store files to your computer. Once files are safely stored on computer, you can delete from SD Card to clear the space for next camera use.)



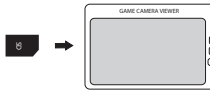
2. External USB memory card reader

If your computer doesn't have an SD Card reader built in, you can view images/videos by attaching USB memory card reader to your computer.



3. Game Camera Viewer.

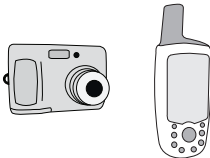
You can view images/videos using a portable device designed specifically for game cameras.



4. Other portable handheld devices

If convenient you may try viewing images/videos using other portable handheld devices such as: digital cameras, GPS, etc...

(NOTE: Many digital devices with viewing screens will display pictures taken by the TRUTH® Camera. You can try these alternative viewing devices at your own risk -- not all devices with SD Memory card slots will read the TRUTH® Cam video and/or photos.)



Clearing SD Memory Card

Formatting the SD Card erases all images and Data.

To clear photos using TRUTH® Cam, see '**FORMAT**' under '**CAMERA FEATURES/FUNCTIONS**'. (Page 8)

Power Saving State

When the TRUTH® Camera is powered on, the LCD menu screen will automatically turn on. If menu is left inactive (no settings changed or button pushed) for 30 seconds, the camera will automatically switch to "RUN/ON" mode and LCD screen will enter into a power saving state.

(NOTE: The camera is active and ready to take photos/video when LCD is in a power saving sleep state.)

The LCD screen can be awakened by pressing any button.

(NOTE: The LCD menu will not wake up from Power Saving State while the Green Status Light is on. Wait until after Green Light turns off to WAKE up LCD screen.)

Image Stamp



RECOMMENDED ACCESSORIES

Primos® TRUTH® Cam Accessories

1. TRUTH® Cam Pivoting Mount
2. Camera Glove Protective Case

1.



- Pivoting Camera Mount
- Fits on all TRUTH® CAM Models
- Allows You to Mount Camera on ANY TREE and at virtually ANY ANGLE

2. Camera Glove Protective Case



- Stretch Fit Neoprene
- Works with all TRUTH® CAM Models
- Accessory Pouch and SD Card Pocket

Other Accessories

1. Padlock for door latch to prevent tampering camera settings or memory
2. Locking Security Cable to run through case and around tree. Master Lock® Python™ Adjustable Locking Cable is convenient and highly recommended.
3. 6V DC External Battery for those needing extended battery life for remote or extremely active locations (plug into bottom of camera)

OPERATING TIPS

IMPORTANT NOTES

Learning to use your TRUTH®Cam – Visiting www.primos.com/TruthCam and watching our Instructional Video Clips is the ‘easiest way’ to learn ‘how to use’ your TRUTH® Camera!

Troubleshooting or Questions – Before calling customer service, visit www.primos.com/TruthCam to find troubleshooting tips, frequently asked questions and answers, as well as any updates

Camera ‘Menu’ Mode or Camera ‘On/Run’ Mode - Your TRUTH®Cam only has two modes when powered on.

Menu Mode - If the LCD screen is on displaying the menu or text, the camera is in ‘Menu’ mode and will not take pictures/videos during this time. If the LCD menu is left inactive (no buttons are pushed) for 30 seconds, the camera will automatically go into a power saving state.

ON/RUN Mode - The LCD display will turn off and the camera has switched to ‘On/Run’ mode and is ready to start taking pictures/video. You can also press the Run/Wake button to quickly exit menu and turn camera into active ‘On/Run’ mode (30 second countdown will begin). When the camera is in the ‘On/Run’ mode, you must exit the power saving state by hitting the SET/WAKE button to enter back into the camera ‘menu’ mode.

Waking Up LCD Menu – The LCD menu will not wake up while the Green Status Light is on or blinking. Wait until after Green Light turns off to WAKE up LCD screen by pressing SET/WAKE.

Battery Life – Long battery life is one of the most important requirements for convenient and enjoyable game camera use. There are several variables that will determine the battery life including type of batteries, temperature outside, image/video settings and frequency of camera activity. Colder temperatures, more advanced image/video settings and high photo frequency (low camera delay) will result in shorter battery life. Different brands of batteries may also perform much better than others, so please experiment to find what works best for you. (**NOTE:** Capturing videos uses more power and will result in shorter battery life than capturing photos.)

Internal Rechargeable Backup Battery - With first use or after a long time period of camera storage, internal battery may initially take up to 30 hours to fully charge (charges only when “D” batteries are installed when camera is turned ON). Once charged, this backup battery is dedicated to saving the date, time and menu settings when the main D-cell batteries are removed.

Camera Mounting Direction – The red status light illuminates when camera detects motion. To verify your camera is pointing in the correct direction, you can walk in front of the camera after it is setup and look for the red light to illuminate when you are detected – the camera will take pictures/videos when motion is detected according to your settings. The TRUTH® Cam Pivoting Mount makes mounting easier and allows photo capture from the angle of your choice (versus relying on the tree).

Camera Mounting Height – Three feet from the ground is usually a good height to mount the camera, but it depends on the type of game and ground terrain. The TRUTH® Cam Pivoting Mount makes mounting easier and allows photo capture from the angle of your choice (versus relying on the tree).

Blurry Image Quality – Primos® takes pride in the quality of images captured by the TRUTH®Cam. However, this is an outdoor product that will be constantly exposed to different/changing conditions that can affect the quality level. Blurry images typically result from objects causing interference between the camera and the intended focal point (game too close, brush, trees, etc). Blurry images may also be the result of direct sunlight, fog, condensation (dew), water droplets, snow/ice, dirt, dust or other debris on the camera lens. Carefully cleaning the camera lens window, making sure there are no scratches and/or placing the camera in a different location may solve this type of problem.

Blurry Image Quality – Motion – Primos® takes pride in the quality of images captured by the TRUTH®Cam. With available technology, there was no way to eliminate the potential of photos with blur caused by game moving (motion) too quickly. We have optimized the TRUTH®Cam to limit the number of motion blurred images and provide as many clear, quality photos as possible.

Dark or Light Image Quality – Primos® takes pride in the quality of images captured by the TRUTH®Cam. As daylight transitions back-and-forth between light and dark, the camera changes settings to optimize the picture. Some ‘lighter’ or ‘darker’ photos may be captured during the camera transition process – this should be a limited amount of photos

with the optimization of our software. Also, please try to avoid setting up the camera in situations where the sunlight will shine directly into camera lens. With any photo capturing, taking pictures directly into sunlight produces less than desirable results.

Empty Photos/False Triggers – If there are a large number of photos taken with no game present in the frame, first make sure your camera is mounted at the correct height and in the right direction. If there are limited, random photos with no game present, the following scenarios are most likely 1) an animal ran through the picture extremely fast or 2) a smaller animal/bird is around the camera/sensor but is not in the camera field of view or 3) the sunlight or heat in combination with moving elements (trees, brush, shadows) is causing a false trigger. The first two scenarios are hard to prevent, but the sunlight/heat should not cause many false triggers as the camera has been optimized to sense and distinguish for correct triggering. To prevent potential false triggers, try not to setup the camera directly in the sunlight. You may also change the Camera Sensitivity Setting according to your situation.

Camera Doesn't Save Photos/Video – The SD Memory Card may be locked. Please look closely at the card and make sure the card is in the ‘unlocked’ position. If photos/videos are still not saved by camera activity, the SD Memory Card may be corrupt or damaged. You can try to reformat the card on a computer and try it again, or simply try replacing it with a different/new SD Memory Card.

Storing Camera – Do not store in extreme heat, cold, moist or humid conditions. Remove batteries when storing for periods for longer than one week without use.

Operating Temperature - Recommended storage temperature range is 20°F to 100°F and recommended operating temperature range -10°F to 130°F

Inside Camera Operation – The camera is designed for outdoor use. It is ok to test the camera indoors for operation, but please note the indoor lighting and reflection may not be optimal for correct photo exposure and video recording.

Keep Clear of Debris - Keep the small water drainage hole on the camera door (running from top lip to external window) clear of debris. This drainage hole allows any water that happens to get on top of the door lid escape. If this hole is plugged and not allowed to drain, the water can possibly enter the inside of the door (even when closed) and cause permanent damage to the camera.

CUSTOMER SERVICE & WARRANTY

WARRANTY

You MUST register your Truth® Cam to receive warranty protection!

Up to 1 YEAR LIMITED WARRANTY

Primos® Hunting Calls™ (“Primos”) warrants the TRUTH® Cam to be free from defects in workmanship and materials, under normal use and conditions, for the time periods and terms as set forth below. According to this Limited Warranty Primos® will, at its discretion, (a) repair the production using new or refurbished parts or (b) replace the product with a new or refurbished product (product that has been returned to its original specifications). In the event of a defect, these are the exclusive remedies available to the original consumer purchaser only and is not assignable or transferable.

Terms: You must register your TRUTH® Cam to receive warranty protection. You may register via postcard or on-line, but not both. If you register on-line you will receive a longer warranty period. You MUST keep a receipt for “Proof of Purchase” for any warranty claims on your TRUTH® Cam. More details below.

If registered via the enclosed postcard, you will receive a – Limited 180 Day Warranty*

For a period of 180 days from original date of purchase Primos® will repair or replace the product, at its discretion, if service is required for any reason of any defect or malfunction.

*The included **Warranty Registration Card** must be filled out completely and returned to Primos® within fourteen (14) days after the purchase date of the product.

If registered on-line, you will receive a – Limited 1 YEAR WARRANTY**

For a period of 1 year from original date of purchase Primos® will repair or replace the product, at its discretion, if service is required for any reason of any defect or malfunction.

Go online to www.primos.com/registration and complete the **Online Product Registration within fourteen (14) days of the purchase date of the product.

Limitations: This warranty is valid only if the product is used for the purpose for which it was designed. It does not cover: 1) products which have been damaged by negligence/misuse (*including, but not limited to, improper storage, battery leakage and water damage caused by submersion*), accident or which have been modified or repaired by unauthorized persons; 2) cracked or broken housing of units damaged by excess heat or impact/force; 3) damage caused by wild animals 4) the cost of shipping this product to the factory for service and its return to you. This warranty is valid only in the United States of America. Any applicable implied warranties are also limited to 180 days, and Primos® will NOT be liable for consequential damages.

Instructions:

In the event warranty service is needed, please contact Primos® Customer Service to obtain a Return Merchandise Authorization (RMA) number. Once you have secured a RMA number, you will be required to:

1. Write RMA number in large print on outside of package.
2. Remove SD memory card and batteries from product and pack in well-padded or highly protective box. Primos® will NOT be responsible for damage incurred in returning product for repair.
3. Include Proof of Purchase and \$20 for handling and return packing/shipping. Do NOT send cash. Enclose your credit card number and expiration date, check or money order payable to Primos® Hunting Calls™ for the sum of \$20.
4. Send product prepaid to: Primos® Hunting Calls™, Customer Service Department, 604 First Street, Flora, MS 39071.

FCC STATEMENT

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

Reorient or relocate the receiving antenna.

Increase the separation between the equipment and receiver.

Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.

Consult the dealer or an experienced radio/TV technician for help



TRUTH® CAM 35
Model No. 63010

DISCLAIMERS

Primos® makes no representations or warranties, either expressed or implied, by or concerning any content of these written materials or software, or for damages resulting from the use of the information contained therein. Primos® reserves the right to alter the features and contents of this publication, hardware or software without obligation or advance notice.

Warranty does not extend to any accessories used with the camera.

Primos® is not responsible if you use the TRUTH® Cam for illegal purposes.

Primos® shall not be obligated to perform preventative maintenance, installation, deinstallation, or maintenance.

The illustrations in this manual are for instructional purposes only and may not represent actual product exactly.

PRIMOS[®]

HUNTING CALLS

SPEAK THE LANGUAGE[®]



Model No. 63010



Model No. 63020



Model No. 63030



Model No. 63040

TRUTH[®] CAM

ACCESSORIES



TRUTH[®] Cam
Pivoting Mount
Model No. 63090



Camera Glove Protective Case
Model No. 63091

604 First Street, Flora, MS 39071 • Office 601-879-9323
• Orders 1-800-523-2395 • Fax 601-879-9324 • primos.com

Printed in China